

LEO BURNETT COMPANY, Inc.

Ad No. 207—Double Heavy—Rev. No. 80394—1 page—4 color bleed—8 1/2 x 11 1/2 in.—Time, 1973

(A)

Printed in U.S.A.

The advertisement features a dramatic, high-contrast photograph of a rugged, snow-capped mountain peak under a dark sky. A pack of Alpine MENTHOL 100's cigarettes is positioned in the center, with a single cigarette resting on top. The pack is white with green and blue accents and the Alpine logo. The word "Alpine" is written in large, bold, white letters across the top of the image, with "MENTHOL 100's" in smaller white letters to its right. Below the pack, the text "The Alpine experience." is written in a bold, sans-serif font. To the right of the pack, the text "New, trim, crush-proof box." is written in a smaller font. At the bottom left, there is a small box containing the text "17 mg. 'tar,' 1.2 mg. nicotine av. per cigarette by FTC method." and a larger box containing the text "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health."

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MENTHOL 100's

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